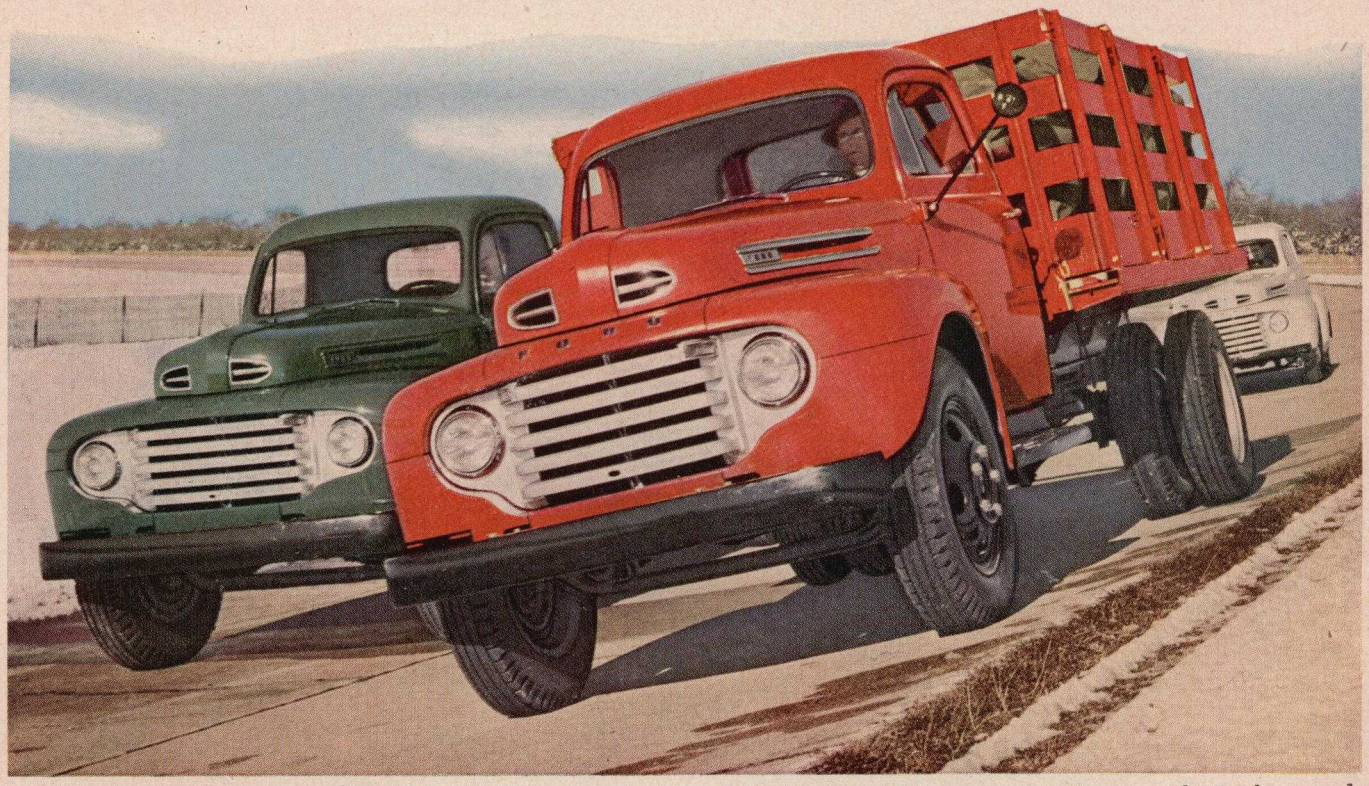
21 Smart ideas* for 1950!



(L to R) Ford 145-h.p. Model F-7, Model F-5 and Model F-1 passing tough tests at the Ford test track.

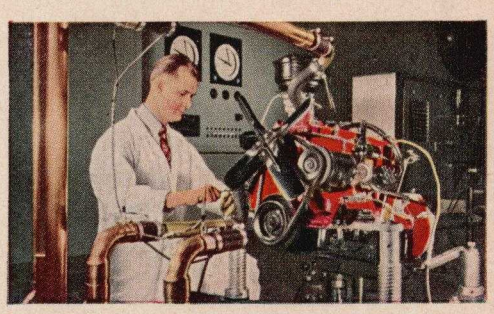
America's No. 1 Truck Value!

Only Ford gives you a choice of V-8 or Six in a full line of over 175 truck models!

Ford Trucks for 1950 give you new models, new power, new Bonus Built features . . . 21 smart ideas in all. *New models* like the F-3 Parcel Delivery. *New power* like that of the new 110-h.p. Six. *New features* like air brakes available on Model F-8. You'll find all these smart ideas in America's No. 1 Truck Value for 1950, plus Bonus Built construction which means big reserves of strength and power. See your Ford Dealer today!

21 Smart ideas ✱ New 110-h.p. 6-cylinder engine ✱ New Parcel Delivery models ✱ New air brakes available on the F-8 ✱ New wheelbases: 176-in. for F-5 and F-6; 147-in. and 178-in. on Big Jobs ✱ New 15-in. by 5-in. rear brakes for the F-7 ✱ New 4-speed Synchro-Silent transmission with 110-h.p. engine ✱ New single-speed rear axle for F-8 ✱ New, extra-heavy duty clutch with 110-h.p. Six ✱ Million Dollar Cab ✱ Level Action cab mounting ✱ Air Wing door glass ventilators ✱ New Double Channel frame for Big Jobs ✱ Gyro-Grip Clutches ✱ New single-speed axle for F-6 ✱ Roll Action Steering ✱ New, extra-heavy drive line with 110-h.p. Six ✱ Quadrax rear axles ✱ 4 engines—choice of V-8 or Six ✱ New heavy duty 3-speed Synchro-Silent transmission available for F-1, F-2, F-3 ✱ Choice of over 175 models ✱ Bonus Built construction, which means big reserves of strength and power.

NEW PARCEL DELIVERY chassis comes with grille, windshield and front quarter-windows. Available in Series F-3 and F-5 (Special order).



NEW 110-H.P. SIX available on Series F-6 has Free-Turn exhaust valves, Autothermic pistons, chrome-plated top piston ring.

Ford Trucks Cost Less Because—

FORD TRUCKS LAST LONGER

Using latest registration data on 6,106,000 trucks, life insurance experts prove Ford Trucks last longer.